

REMARKS/ARGUMENTS

Claims 1, 4, 10, 17, and 26-28 have been withdrawn from consideration pursuant to 37 CFR 1.142(b) as being drawn to a non-elected invention, claims 2, 3, 5-9, and 11-16 have been canceled in an Amendment prior to the filing of this Continuing Prosecution Application, and claims 18-25 have been rejected by Examiner. Therefore, claims 18-25 are pending in the application. The outstanding issues in the present Office Action are:

- Claims 18 and 25 are rejected under 35 U.S.C. §102(b);
- Claim 18 is rejected under 35 U.S.C. §102(b);
- Claims 18 and 19 are rejected under 35 U.S.C §103(a);
- Claims 18 and 20, 21 and 23 are rejected under 35 U.S.C §103(a);
- Claim 22 is rejected under 35 U.S.C. §103(a); and
- Claims 18 and 24 are rejected under 35 U.S.C §103(a).

Applicants hereby traverse the outstanding rejections and request reconsideration and withdrawal in light of the remarks contained herein. The Examiner has withdrawn claims 1, 4, 10, 17, and 26-28 from consideration. Claims 18-25 are pending in this application.

AMENDMENTS

Claim 18 has been amended to better describe the limitation that the articles are of general interest. Support for this amendment can be found in the specification at least on page 13, line 24 through page 14, line 3. Claim 18 was further amended to change “pertaining to” to “making reference to,” in order to clarify the elements of the claimed invention. Support for this amendment can be found in the specification at least on page 10, lines 12 through 14. No new matter was added.

FIRST REJECTION UNDER 35 U.S.C. §102(b)

Claims 18 and 25 are rejected under 35 U.S.C. §102(b) as being anticipated by February 1996 *Consumer Reports Magazine* (hereinafter *Consumer Reports*).

The recited reference does not teach all claimed limitations.

It is well settled that to anticipate a claim, the reference must teach every element of the claim, see M.P.E.P. §2131. Moreover, a claim is anticipated under 35 U.S.C. § 102 only if, “each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference,” see M.P.E.P. § 2131, *citing Verdegaal Bros. v. Union Oil Co. of California*, 2 US.P.Q.2d 1051, 1053 (Fed. Cir. 1987).

Claim 18, as amended, specifically sets forth limitations absent from *Consumer Reports*. Claim 18, as amended, provides in pertinent part, “[a] magazine for use in promoting the purchase of specific products.” The preamble in claim 18 limits the invention to being a magazine for use in advertising for promoting specific products. Although a preamble is typically not considered a limitation of the claim, it may provide limitations if it breathes life and meaning into the claim. M.P.E.P. § 2111.02. A statement in the preamble will breath life and meaning into a claim if the claim elements depend on the preamble for completeness. *Kropa v. Robie*, 187 F.2d 150, 152 (CCPA 1951). Furthermore, if the preamble explains the environment in which the other elements of the claim will be used, the preamble provides a further limitation to the claim. *Id.* at 159. The preamble in claim 18 is essential to the claim elements for setting not only the environment in which the remaining elements will be used, but also defining additional structure to the claimed magazine as a promotional, advertising vehicle.

In contrast to the present invention, *Consumer Reports* is a magazine that does not

promote specific brands or products. It includes rating information pertaining to quality and price of products, and that information is gathered and dispersed without any purpose to advertise, sell, or promote any brand. In fact, it is well known that *Consumer Reports* has a longstanding policy forbidding use of its ratings as advertisements, which specifically teaches away from the claimed invention. Each *Consumer Reports* magazine includes a clearly marked indication on the front cover that it has "No Advertising." See February 1996, *Consumer Reports*, cover (Attached as Exhibit A). Thus, because *Consumer Reports* specifically does not intend to advertise or promote any of its tested and/or rated products, it does not include all of the limitations from claim 18.

Claim 25 depends directly from base claim 18, and thus inherits all of its limitations. Thus, the Applicants respectfully assert that for the above reason, claim 25 is also patentable over the 35 U.S.C. § 102(b) rejection of record.

SECOND REJECTION UNDER 35 U.S.C. §102(b)

Claim 18 is rejected under 35 U.S.C. §102(b) as being anticipated by *Bullard, Jr.*, U.S. Patent No. 4,968,061 (*hereinafter Bullard, Jr.*).

The recited reference does not teach all claimed limitations.

As referenced above, it is well settled that to anticipate a claim, the reference must teach every element of the claim, see M.P.E.P. §2131. Applicants respectfully assert that the Examiner's rejection does not satisfy this requirement.

Claim 18, as amended, provides for a magazine with "articles of general interest," and that "at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified 25035361.1

product.” The Examiner asserts that *Bullard, Jr.* discloses a magazine that includes a plurality of articles promoting the purchase of a plurality of products, each article includes information pertaining to one of the products at column 2, lines 51-65. However, the referenced section in *Bullard, Jr.* does not disclose the limitations as taught in claim 18, which provides for a magazine that includes articles of general interest. As discussed in the specification, “the promotional publications include columns and feature articles, such as stories and recipes, referencing and thereby promoting national and/or store brand products.” See page 10, lines 12-14. *Bullard, Jr.* discloses including a description of or advertisement for items, along with a sample of that item contained in the *Bullard, Jr.* invention. Therefore, claim 18, as amended, includes elements that are not taught by *Bullard, Jr.* Applicants, therefore, respectfully assert that for the above reasons claim 18, as amended, is patentable over the 35 U.S.C. § 102(b) rejection of record.

REJECTIONS UNDER 35 U.S.C. §103(a)

Claims 18-24 are rejected under 35 U.S.C. §103(a) as being unpatentable over selected combinations of *Bullard, Jr.*, *Lamphere, et al.*, U.S. Patent No. 5,127,674 (*hereinafter Lamphere*), and *Shedd, et al.*, U.S. Patent No. 2,215,163 (*hereinafter Shedd*).

A Prima Facie case of obviousness has not been established.

To establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success.

Finally, the prior art cited must teach or suggest all the claim limitations. See M.P.E.P. §2143.

Without conceding any of the criteria, Applicants assert that the rejection does not satisfy the third criterion.

Claims 18 and 19: *Bullard, Jr.* in view of *Lamphere*.

The recited combination does not teach or suggest all claimed limitations.

Examiner asserts that *Bullard, Jr.* shows all of the claimed limitations of the present invention except being specific to a particular store, and he introduces *Lamphere*, which he alleges to teach this limitation. However, this combination, as presented, does not teach or suggest all limitations of the claimed invention.

Bullard, Jr. does not include all of the limitations of the claimed invention, most notably, the use of a magazine containing general interest articles which reference specific brand information to promote products. Claim 18, as amended, provides for a magazine with “articles of general interest,” and that “at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product.” The *Bullard, Jr.* passage at column 2, lines 51-65 describes a magazine that is used to directly promote one or more products and appears to the consumer as a magazine of advertisements with samples of the advertised product physically incorporated into the pages. Instead, claim 18 provides for a magazine that appears to the consumer as a general interest magazine, but where products are promoted by referencing brand name information within the articles. Therefore, *Bullard, Jr.* does not teach this limitation set forth in claim 18. *Lamphere*, also, does not teach this limitation, nor does the Examiner rely on *Lamphere* to support this limitation. Instead, *Lamphere* is a coupon book that may be customized to the layout of a particular store. The combination of *Bullard, Jr.* and *Lamphere*, therefore, does

not teach all of the claimed limitations. Applicants, therefore, respectfully assert that for the above reasons claim 18 is patentable over the 35 U.S.C. § 103(a) rejection of record.

Claim 19 depends directly from base claim 18, and thus inherits all of its limitations. Thus, the Applicants respectfully assert that for the above reason, claim 19 is also patentable over the 35 U.S.C. § 103(a) rejection of record.

Claims 18 and 20, 21 and 23: *Bullard, Jr.* in view of *Lamphere*.

The recited combination does not teach or suggest all claimed limitations.

The Examiner asserts that *Bullard, Jr.* shows all of the claimed limitations of the present invention except disclosing who commissioned the articles. The Examiner introduces *Lamphere*, in which he alleges that the selling of advertising space to store brands or national brands is the same as commissioning an article. However, *Bullard, Jr.* does not show all of the claimed limitations. Therefore, the combination of *Bullard, Jr.*, and *Lamphere* cannot teach all of the claimed limitations.

Bullard, Jr. does not include all of the limitations of the claimed invention, most notably, the use of a magazine containing general interest articles which reference specific brand information to promote products. Claim 18, as amended, provides for a magazine with “articles of general interest,” and that “at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product.” The *Bullard, Jr.* passage at column 2, lines 51-65 describes a magazine that is used to directly promote one or more products and appears to the consumer as a magazine of advertisements with samples of the advertised product physically incorporated into the pages. Instead, claim 18 provides for a magazine that appears to the consumer as a general interest magazine, but where products are promoted by referencing brand name information within the articles. Therefore, *Bullard, Jr.* does not teach this limitation set forth in claim 18. *Lamphere*, also does not teach this limitation, nor does the examiner rely on *Lamphere* to support this limitation. Instead, *Lamphere* is a coupon book that has extra space in its dividers

that may be sold to store brands or national brands for advertising. Column 9, lines 5-12. The combination of *Bullard, Jr.* and *Lamphere*, therefore, does not teach all of the claimed limitations. Applicants, therefore, respectfully assert that for the above reasons claim 18 is patentable over the 35 U.S.C. § 103(a) rejection of record.

Claims 20 and 21 describe the articles “commissioned by” other parties. *Lamphere*, however, merely teaches the selling of space on the dividers of the device for the purpose of advertising. Column 9, lines 5-12. Commissioning the writing of an article is not the same as merely selling space in a publication for a party to place its own advertisement. *Lamphere* teaches the selling of blank space to sponsors who will create their own advertising. Applicants, therefore, respectfully assert that for the above reasons claims 20 and 21 are patentable over the 35 U.S.C. § 103(a) rejection of record.

Claim 23 depends directly on claim 20, and thus inherits all of its limitations. Thus, the Applicants respectfully assert that for the above reason, claim 23 is also patentable over the 35 U.S.C. § 103(a) rejection of record.

Claim 22: *Bullard, Jr.* in view of *Lamphere*.

The recited combination does not teach or suggest all claimed limitations.

Examiner asserts that *Bullard, Jr.* shows all of the claimed limitations of the present invention except for placing the name of the store on the front cover. The Examiner introduces *Lamphere*, which he alleges to disclose the displaying of the store’s name on the front cover. However, *Bullard, Jr.* does not show all of the claimed limitations, and as a result, even with the combination of *Lamphere* all of the claimed limitations is not disclosed.

Bullard, Jr. does not include all of the limitations of the claimed invention, most notably, the use of a magazine containing general interest articles which reference specific brand information to promote products. Claim 18, as amended, provides for a magazine with “articles of general interest,” and that “at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information

pertaining to said identified product." The *Bullard, Jr.* passage at column 2, lines 51-65 describes a magazine that is used to directly promote one or more products and appears to the consumer as a magazine of advertisements with samples of the advertised product physically incorporated into the pages. Instead, claim 18 provides for a magazine that appears to the consumer as a general interest magazine, but where products are promoted by referencing brand name information within the articles. Therefore, *Bullard, Jr.* does not teach this limitation set forth in claim 18. *Lamphere*, also does not teach this limitation, nor does the examiner rely on *Lamphere* to support this limitation. Instead, *Lamphere* is a coupon book that may display the store's name on the front cover. The combination of *Bullard, Jr.* and *Lamphere*, therefore, does not teach all of the claimed limitations. Applicants, therefore, respectfully assert that for the above reasons claim 18 is patentable over the 35 U.S.C. § 103(a) rejection of record.

Claim 21 describe the articles "commissioned by" specific stores. *Lamphere*, however, merely teaches the selling of space on the dividers of the device for the purpose of advertising. Column 9, lines 5-12. Commissioning the writing of an article is not the same as merely selling space in a publication for a party to place its own advertisement. *Lamphere* teaches the selling of blank space to sponsors who will create their own advertising.. Applicants, therefore, respectfully assert that for the above reasons claim 21 is patentable over the 35 U.S.C. § 103(a) rejection of record.

Claim 22 depends directly on claim 21 and indirectly on claim 18, and thus inherits all of claims 18 and 21's limitations. Thus, the Applicants respectfully assert that for the above reason, claim 22 is also patentable over the 35 U.S.C. § 103(a) rejection of record.

Claims 18 and 24: *Bullard, Jr.* in view of *Shedd*.

Examiner asserts that *Bullard, Jr.* shows all of the claimed limitations of the present invention except providing the magazine with coupons, and he introduces *Shedd*, which he alleges to disclose adding coupons to the magazine. However, *Bullard, Jr.* does not show several of the claimed limitations, and as a result, even with the combination of *Shedd* all of the claimed limitations are not disclosed.

Bullard, Jr. does not include all of the limitations of the claimed invention, most notably,

the use of a magazine containing general interest articles which reference specific brand information to promote products. Claim 18, as amended, provides for a magazine with “articles of general interest,” and that “at least one of said articles making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product.” The *Bullard, Jr.* passage at column 2, lines 51-65 describes a magazine that is used to directly promote one or more products and appears to the consumer as a magazine of advertisements with samples of the advertised product physically incorporated into the pages. Instead, claim 18 provides for a magazine that appears to the consumer as a general interest magazine, but where products are promoted by referencing brand name information within the articles. Therefore, *Bullard, Jr.* does not teach this limitation set forth in claim 18. *Shedd*, also does not teach this limitation, nor does the examiner rely on *Shedd* to support this limitation. Instead, *Shedd* is a recipe book that includes coupons. The combination of *Bullard, Jr.* and *Shedd*, therefore, does not teach all of the claimed limitations. Applicants, therefore, respectfully assert that for the above reasons claim 18 is patentable over the 35 U.S.C. § 103(a) rejection of record.

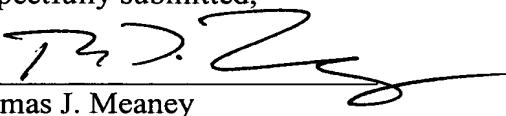
Claim 24 depends directly from base claim 18, and thus inherits all of its limitations. Thus, the Applicants respectfully assert that for the above reason, claim 24 is also patentable over the 35 U.S.C. § 103(a) rejection of record.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue.

Dated: May 27, 2001

Respectfully submitted,

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Version With Markings to Show Changes Made

18. (Amended) A magazine for use in promoting the purchase of specific products, said magazine comprising:

a plurality of general interest articles dispersed throughout the magazine;

at least one of said articles pertaining making reference to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product.

Choosing a Lawyer: What can go wrong

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consumer Reports



ROAD TEST

- Infiniti I30
- Audi A4
- Acura 2.5TL

HC10.C6

C5

Best buys for music

How to shop for:

CDs from clubs

Hi-fi systems

Receivers

Cassette decks

Speakers

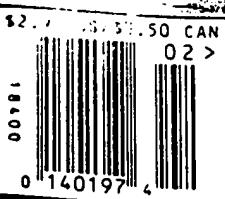
CD players

PLUS

Chocolates for
Valentine's Day

Fertility clinics:
How helpful?

Tests of
the newest
refrigerators



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A gift of chocolate We look inside the pretty packages to tell you which candies taste best. One very good assortment comes at a great price.

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When you need a lawyer A survey of 30,000 readers showed it can be hard to find the right lawyer. Here's advice on finding the best legal help and on alternatives to a day in court.

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Refrigerators The newest models are friendlier to the environment. We found many are still friendly to use.

Page 40

Dishwashing liquids Some get your dishes a lot cleaner than others. The best ones aren't the cheapest.

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SPECIAL SECTION: BEST BUYS FOR MUSIC

Music by mail How to save money by joining a music club, how catalog services can help you locate hard-to-find releases.

Page 14

How to buy a sound system A wide range of choices offers you better sound at a lower price than ever. Setting up a system will help you match components for the best sound. Shopping strategy explains where and when to buy, what you'll spend. Component closeups covers what you need to know about specific audio gear.

Page 18

Ratings of the gear Details on minisystems, speakers, receivers, tape decks, and CD players.

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RATINGS Receivers

& RECOMMENDATIONS

Details on the models Listed in order of overall score

DOLBY PRO LOGIC MODELS



Technics SA-GX490 \$290 ▲

Accommodates: Turntable, CD player, tape deck (with monitoring), 2 VCRs (one with input only), TV monitor output, remote speakers in parallel

A superb tuner and one of the best control designs help make this the top-rated Pro Logic model. Keys are well labeled. The remote control is simple and easy to use. The tuner moves in one-channel increments for easy tuning. A Dolby 3 mode allows simulation of surround sound with only three speakers. **But:** There is no loudness switch for listening at low levels. **Availability:** This model has been discontinued, though it may still be available in stores.

Recommendation: Excellent performance at a relatively low price makes this a CR BEST BUY.



Yamaha RX-V490 \$375 ▲

Accommodates: Turntable, CD player, tape deck (with monitoring), 2 VCRs (one with input only), TV monitor output, remote speakers in parallel

This model has a fine tuner and a clear front panel. Excellent selectivity makes the Yamaha a good choice for those who live in an area crowded with stations. The tuner moves in one-channel increments for easy tuning. **But:** You can't enter station numbers directly. There's no Dolby 3 surround mode (although there are other modes) or loudness switch. **Similar:** RX-V590, \$510. **Recommendation:** Excellent performer.

Technics SA-GX690 \$385

Very similar to SA-GX490. A little more power, a more fully featured remote control, Dolby 3 and other surround modes, an output for a powered subwoofer for extra bass. It's one of the few receivers that allows 4-ohm speakers. **Similar:** SA-GX790, \$470.

Recommendation: An excellent choice if you have 4-ohm speakers. Otherwise, the GX490 is a better value.

JVC RX-717VTN \$380

Accommodates: Turntable, CD player, 2 tape decks (one with monitoring), 2 VCRs (one with input only), TV monitor output, powered subwoofer

A chunky model with a superb tuner. Very good selectivity makes the JVC a good choice for those who live in an area crowded with stations. It has a graphic equalizer, though it was cumbersome

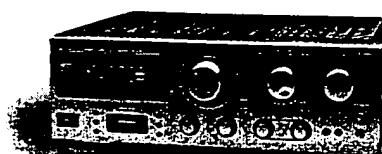
But: You can't enter station numbers directly. **Recommendation:** A very good performer, but the RX-517VTN (see below) is a better value.



Onkyo TX-SV414PRO \$370 ▲

Accommodates: Turntable, CD player, 2 tape decks (one with monitoring), 2 VCRs (one with input only), TV monitor output, powered subwoofer, remote speakers in parallel

A simple model with a fine FM tuner. **But:** The display is hard to read from above, and there's no Dolby 3 mode. **Availability:** This model has been discontinued and replaced by the TX-SV424, which the company says is essentially similar. **Recommendation:** Expensive for what you get.



JVC RX-517VTN \$280

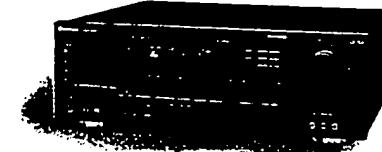
Very similar to the RX-717VTN (above). This model has Dolby 3 and other surround modes. **But:** It has less power, an AM tuner a bit less sensitive, no graphic equalizer (no loss), no subwoofer connection. **Recommendation:** A better value than the RX-717VTN.

Sony STR-D865 \$350

Accommodates: Turntable, CD player, 2 tape decks (one with monitoring), 4 VCRs (two with input only), TV monitor output, powered subwoofer, remote speakers in parallel

More video connectivity than with most models and a superb tuner whose selectivity makes it a good choice for those who live in an area crowded with stations. The display can be programmed to show a station's call letters. **But:** This model is marred by a confusing control layout. The tuner is difficult to use—you must enter 1-0-7-0-0 to select FM 107.0, and there's no step tuning. A bass-boost switch instead of a loudness switch improves bass only, not treble. There's no Dolby 3 surround mode (although there are other modes). **Availability:** This model is no longer available, although a similar model, the STR-D965, \$390, is.

Recommendation: Lots of features but limited.



Sherwood RV-4050R \$475 ▲

Accommodates: Turntable, CD player, 2 tape

Along with a fine tuner, this model has many features that make it easy to use—the tuner moves in one-channel increments, a scan function previews stations, video inputs on the front panel allow easy camcorder connection. It has a Dolby 3 and other surround modes. **But:** You can't enter station numbers directly, and there's no loudness tone compensation.

Recommendation: A very good but expensive model.

Sony STR-D665 \$285

Although it's similar in performance and tuner design to the STR-D865, above, other aspects are quite different. This model has Dolby 3 and other surround modes. **But:** It has less power, no tape monitor function, and fewer inputs (for one less tape deck and two fewer VCRs). Remote speakers connect in series.

Recommendation: OK but limited.

Kenwood KR-V5570 \$265

Accommodates: Turntable, CD player, 2 tape decks (one with monitoring), 2 VCRs (one with input only), TV monitor output, remote speakers in parallel

A low-powered, low-featured model with Dolby 3 and other modes. **Availability:** This model is discontinued, though it may still be available in stores. It has been replaced by the KR-V5580, which the company says is essentially similar.

Recommendation: OK.

Sherwood RV-7050R \$210

A couple of steps down the Sherwood line, this model is lower in power and has fewer features and inputs than the RV-7050R, above. Its only surround mode is Dolby 3. As with its brandmate, the tuner moves in one-channel increments. **But:** You can't enter station numbers directly. Nor can you connect a turntable, a second tape deck, or a remote pair of speakers.

Recommendation: Decent, if limited, and the cheapest Pro Logic model tested.

Kenwood KR-V7070 \$420

More power, features, and VCR connections than the KR-V5570, but rates lower partly because of slightly worse AM performance. It has Dolby 3 and other surround modes. This is one of the few receivers that allows 4-ohm speakers. **But:** A bass-boost switch instead of a loudness switch improves bass only, not treble. **Availability:** This model is discontinued, though it still may be available in stores. It has been replaced by the KR-V7080, which the company says is essentially similar.

Recommendation: An OK choice if you have 4-ohm speakers.

Fisher RS-737 \$320

Accommodates: Turntable, CD player, 2 tape decks, 2 VCRs (one with input only), TV monitor output, powered subwoofer

Despite niceties like a front-panel camcorder connection, a graphic equalizer, and Dolby 3 and

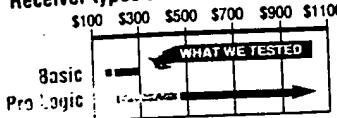
Shopping strategy

Overall Ratings Listed in order of performance

What to spend Buy a basic, stereo-only model only if you never plan to upgrade your system. For about \$100 in most brand lines, you can step up to a Dolby Pro Logic audio/video model. Once you've made that step, spending more gets power and features like a learning remote control, a graphical user interface, or more surround modes. At the very high end are models with Lucasfilm THX, an enhanced home-theater system.

What we tested We tested basic, stereo-only models and Dolby Pro Logic models with at least 60 watts of power for all three front channels. Red shows the part of the market from which models tested were selected. **Similar models** Models noted as similar to those tested typically have more power and more features. Otherwise, performance should be similar, based on manufacturers' specifications.

Receiver types and what they cost



Models like the ones we tested

- Have digital tuners with 20 to 40 presets.
- Come with remote control that operates other components of the same brand.
- Have AC outlet so receiver can control sound system.
- Have a warranty of 1 or 2 years.

What if you can't find a rated model? 1—Call the manufacturer; see page 64. 2—Look for a model similar to one we rated.

How wrong can you go? In performance, not very. Features and controls may be irritating.

increments for easy tuning and the remote layout is better than most. **But:** The front-panel controls are confusing, and there's no tape monitor.

Recommendation: There are better choices

Pioneer VSX-454 \$295

Accommodates: Turntable, CD player, tape deck (with monitoring), 2 VCRs (one with input only), TV monitor output, powered subwoofer, remote speakers in parallel

Excellent FM selectivity makes the Pioneer a good choice for those who live in an area crowded with stations. This model has Dolby 3 and other modes. **But:** AM performance was poor, the remote control is hard to use, and you can't enter station numbers directly. A bass boost switch instead of a loudness switch improves bass only, not treble.

Recommendation: OK but limited.

Optimus STAV-3370 \$350

Similar to the Pioneer VSX-454, above. (Pioneer makes equipment for Radio Shack, for which Optimus is a store brand.)

Recommendation: OK but limited.

Brand and model	Avg. price	Overall score	FM	Ease of use	Power 8/6 OHM
0 P F G VG E 100					
DOLBY PRO-LOGIC MODELS					
Technics SA-GX490	\$290	97/125	● ●	● ●	
CR BEST BUY					
Yamaha RX-V490	375	82/95	● ●	● ●	
Technics SA-GX690	385	114/127	● ●	● ●	
JVC RX-717VTN	380	112/129	● ●	● ●	
Onkyo TX-SV414PRO	370	75/92	● ●	● ○	
JVC RX-517VTN	280	84/98	● ●	● ○	
Sony STR-D865	350	89/102	● ●	● ○	
Sherwood RV-7050R	475	117/134	● ●	● ○	
Sony STR-D665	285	77/93	● ●	● ○	
Kenwood KR-V5570	265	62/78	○ ○	○ ○	
Sherwood RV-4050R	210	56/64	● ●	● ○	
Kenwood KR-V7070	420	70/85	○ ○	○ ○	
Fisher RS-737	320	92/112	● ○	● ○	
Pioneer VSX-454	295	95/104	○ ○	○ ○	
Optimus STAV-3370	350	95/106	● ○	● ○	
STEREO-ONLY MODELS					
Technics SA-GX190	180	111/123	● ●	● ○	
CR BEST BUY					
Kenwood KR-A5070	195	124/141	● ○	● ○	
Sony STR-D365	190	108/118	○ ○	○ ○	
JVC RX-317TN	185	116/96	● ○	● ○	
Pioneer SX-303R	195	112/125	○ ○	○ ○	

The tests behind the Ratings

We test receivers using automated testing equipment. FM tuner tests include sensitivity, selectivity, and many other tests. Ease of use encompasses the design of the controls, including the remote control, and other features. Power is our measurement of watts per channel for left and right speakers. Center channels for all Dolby Pro Logic models are capable of delivering equivalent power. Rear surround channels are typically one-quarter to one-third of the front channel, sufficient for surround-sound effects. Throughout, price is national average based on national average, based on price surveys.

STEREO-ONLY MODELS

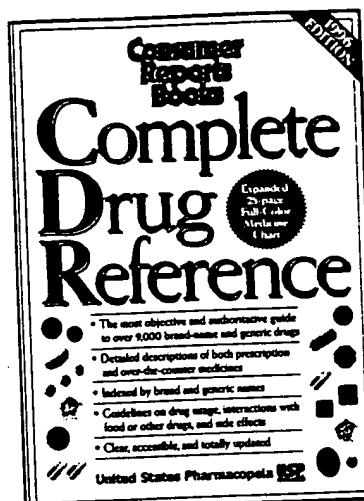
Technics SA-GX190 \$180 • Kenwood KR-A5070 \$195 • Sony STR-D365 \$190 • JVC RX-317TN \$185 • Pioneer SX-303R \$195

All accommodate at least: Turntable, CD player, 2 tape decks, or tape deck and VCR or TV audio

These models, though less feature laden, resemble their Dolby Pro Logic brandmates, particularly in tuner and front-panel design. The Kenwood's and JVC's displays are hard to read from above, the Sony's tuner is irritating. Overall, the tuner performance of the Pioneer is a notch or two below the others. The Technics and Kenwood can connect a second pair of speakers in parallel. All but the JVC lack a loudness switch. The Technics' remote control is simple and easy to use.

Recommendation: Excellent performance at a relatively low price makes the Technics the clear choice, a **CR BEST BUY** for a stereo-only receiver. The other models are good or very good performers.

THE UNBIASED GUIDE TO BRAND NAME AND GENERIC DRUGS



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